

Niagara Square Retail District attracts new investment

QEW/McLeod Rd. interchange area enjoys strong commercial growth

New commercial and retail sector investments continued to be realized along the QEW and McLeod Rd. interchange corridor in 2011.

In January, a new 186,000 sq. ft. Walmart Supercentre became the anchor tenant at the new 430,000 sq. ft. Oakwood SmartCentres retail centre. The new hyper-market retail facility offers everything from groceries to general merchandise and helps shoppers meet all their buying needs in one trip.

During the summer months, the second phase of the Oakwood Smart Centre development was completed. New tenants now include: Sleep Country Canada; The Children's Place; Penningtons/Addition Elle; Reitmans; Subway; First Choice Haircutters; Dollarama; Payless Shoe Source and Sally Beauty Supply. Completion of the new \$70 million retail centre is just one of several new retail-based investments that have been made in the city's west-end.

Across the highway, at the Niagara Square Shopping Centre, construction of a brand new 10,000 sq. ft. Le Château clothing store is nearing completion. The new store is the latest of several new stand-alone buildings that have been constructed on the site of the popular regional shopping destination.

Construction of a new Lowe's Home Improvement Store at 7959 McLeod Trail is nearing completion. The 128,000 sq. ft. home improvement retailer is located beside the McBain Community Centre and is scheduled to open on January 13, 2012.

"Recent improvements to highway access and the widening of Oakwood Drive have contributed to a significant number of new



Walmart Supercentre is the anchor tenant at the newly-opened Oakwood Smart Centre retail complex.

developments in the Niagara Square/QEW/McLeod Rd. commercial node," notes Serge Felicetti, Director of Business Development for the City of Niagara Falls. "Additional new commercial and retail investments are expected to be realized in the near future. This area also offers excellent industrial investment opportunities in areas such as the City-owned Montrose Business Park and the recently announced

Warren Woods energy park and residential community," adds Felicetti.

Over the past few years, a steady flow of new public and private sector investments have been realized in the area officially known as the Niagara Square Retail District. These include: the large-scale redevelopment and expansion of the Niagara

Square Shopping Centre; construction of the new MacBain Community Centre; a McDonald's, and new Petro Canada and Neighbours stores.



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RETAIL INVESTMENTS

Oakwood Smart Centre continues to grow



Several new retailers have opened at the Oakwood Smart Centre located at the QEW/McLeod Rd. interchange. New additions during 2011 include: Payless Shoes; Penningtons/AdditionElle +14; Reitmans; The Children's Place; Sally Beauty Supply; Magicuts; Dollarama; Sleep Country; and Subway.

RETAIL INVESTMENTS

Niagara Square set to welcome LeChâteau



Construction of a new 10,000 sq. ft. LeChâteau clothing store nears completion at Niagara Square Shopping Centre. The popular European-style fashion retailer is the latest in a series of new stores to open at RioCan's Niagara Square in recent years.

QEW/McLEOD RD. COMMERCIAL INVESTMENT



Construction nears completion at the site of a new Lowe's Home Improvement store located at the corner of McLeod Rd. and Montrose Rd. in Niagara Falls.

New Lowe's Home Improvement Store set to create 125 jobs

A new 103,000 sq. ft. Lowe's Home Improvement Store, with an additional 25,000 sq. ft. garden centre, is scheduled to open at the corner of McLeod Rd., and Montrose Rd. on January 13, 2012.

The home improvement warehouse store, located across from the MacBain Community Centre, is expected to create 125 new jobs including; Hardware Customer Service Associates; Tools Customer Service Associates; Lumber & Building Materials Customer Service Associates; and Cashiers. Specific job opportunities application information can be found online at www.lowes.ca/careers.

Lowe's Canada officials estimate the investment in the new Niagara Falls store to be approximately \$18 million and cite the store's close proximity residential areas and

the QEW as key factors in the company's ability to serve the Niagara market.

Lowe's is the first tenant to locate in the new 240,000 sq. ft. McLeod & Montrose Shopping Centre being developed by Villarboit Holdings Development Corporation which purchased 30-acres of commercial-zoned land from the City of Niagara Falls in 2007.

Additional tenants are expected to include a new Scotiabank Branch (5,005 sq. ft.) and a Starbucks Coffee Shop (1,650 sq. ft.).

Lowe's joins Niagara Square and the new Walmart Supercentre as the major retail destinations in the city's Niagara Square Retail District which is located at the QEW and McLeod Rd. interchange.

www.lowes.ca



U.S. retailer Target sets sights on Falls

American retail giant Target has announced plans to occupy the space on Morrison Ave. left vacant when Walmart moved to a new location off McLeod Rd. The September announcement was the latest move in Target's planned expansion into Canada.

In January 2011, the retailer announced that it would purchase, for \$1.825 billion, the leasehold interests of up to 220 Canadian sites currently operated by Zellers Inc., a subsidiary of Hudson's Bay Company. In May, Target selected an initial group of 105 leases, spanning all 10 provinces, in conjunction with its first payment to Zellers Inc. The vast majority of those sites will become

Target stores beginning in 2013. The 84 leases announced in September, include the 39 leases for which Target transferred the rights to Walmart, as announced in June.

As part of its transaction with Walmart, Target acquired the lease from Walmart for a vacant store on Morrison Ave. in Niagara Falls, which will open as a Target store.

Target plans to start opening stores in Canada in March 2013.

Target stores, which carry mainly general merchandise, will also sell food under an agreement signed with Sobeys.

www.target.ca



RETAIL INVESTMENTS

Coach Men's Outlet opens at Canada One

Canada One Factory Outlets on Lundy's Lane remains a popular shopping destination, bringing millions of visitors to Niagara Falls each year. In 2011, new retailers were added and new upgrades were completed at several outlet stores.

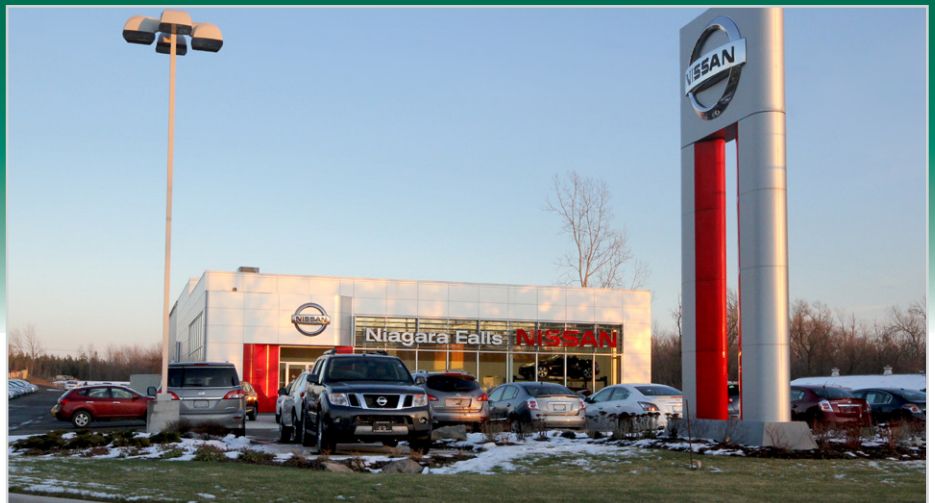


The overwhelming success of the original Coach Outlet store at the Canada One Factory Outlets has resulted in the opening of the first Coach Men's Factory Outlet store in Canada.



Jones New York invested in extensive renovations to its Canada One Factory Outlet location during 2011.

NISSAN INVESTS IN NIAGARA FALLS



The new 14,000 sq. ft. Niagara Falls Nissan dealership at 8108 Oakwood Drive.

New Niagara Falls Nissan dealership opens on Oakwood Drive

Niagara Falls Nissan has opened its new home at 8108 Oakwood Dr. After 34 years at its former home in Welland (as Welland Nissan) owners Steve MacGregor and James Collins decided to relocate and expand their Nissan dealership in Niagara Falls to better serve a growing, region-wide customer base.

Located on Oakwood Dr., just off the QEW highway at the McLeod Rd. interchange, the new 14,000 sq. ft. full-service dealership is easily accessible, offers larger service and parts facilities, more

inventory for both new and pre-owned vehicles, and a bright, spacious showroom and customer waiting area.

Construction of the new dealership was completed by local builder Anthony Continelli of PBG Commercial who broke ground on the project in late 2010.

The new Niagara Falls Nissan represents a significant investment for Nissan Canada as it aims to enhance its presence in the Niagara region through expanded product and service offerings.

www.niagarafallsnissan.com



SPECIALTY RETAILER CHOOSES NIAGARA FALLS

New West 49 Outlet Store opens

Niagara Falls welcomed one of Canada's leading specialty fashion retailers to the city's vibrant commercial and retail sector earlier this year.

On May 19th, West 49 Inc., a Canadian retailer of fashion apparel, footwear, accessories related to the youth action sports lifestyle, opened its new West 49 Outlet store at 5640 Ferry St. The new 10,500 sq. ft. factory outlet store is located in the city's Historic Drummondville commercial district and has proven to be a popular

destination for visitors and Niagara residents in search of action sports brands at discounted prices.

With 80 stores in eight provinces, West 49 offers products from the most trusted and popular action sports brands such as Billabong, DC, Quiksilver, Element, RVCA, Plan B, C1RCA, Etnies, Volcom, Vans, Emerica, DVS, Lakai, Hurley, Flip, Almost, Globe, Zoo York, Zero and Alien Workshop.

www.west49outlets.com



The new West 49 Outlet store at 5640 Ferry St. was a popular addition to the local commercial and retail sector in 2011.

Local businesses celebrate 25-35 years of success

Niagara Falls has a diverse base of businesses operating in our community, ranging from family-owned operations to national and international enterprises. City Council, staff, and residents of Niagara Falls salute the important contributions made by entrepreneurs to our local economy. On November 14, a special Business Anniversary ceremony at City Hall was held to recognize the following local businesses for their long-term success:

35 Years: Pedlar Bicycle Shop

30 Years: Brock Ford Sales; CIS Income Tax Service; Kara Fashions

25 Years: ACA Engineering; AC Vinyl Windows; Anastasio's Appliance Repair; Barbisan Research and Development Corporation; Expressions Flowers and Gifts; IFR Monitoring Canada Inc.; Ormerod Solutions; Rolfe Financial/Niagara Peninsula Benefit Brokers.



Brock Ford - 30 Years

Brock Ford has been meeting the automotive buying and servicing needs of Niagara Falls and area customers since 1981. The family-owned Ford dealership is proud of its 30-year track record, making it one of the longest established automotive dealerships in Niagara Falls.

Owner Keith Dill has successfully grown his 20 employee start-up operation into an award-winning, 70-person enterprise that is recognized as being one of the top dozen Ford dealerships in Eastern Canada.

In an effort to accommodate current and future growth, Brock Ford has announced that it will be undertaking a major renovation to its facility at 4500 Drummond Rd. during 2012.

www.brockfordsales.com



Kara Fashions - 30 Years

Thirty years ago, sisters Violet Philip and Helen Domjan opened Kara Fashions on Queen St. in downtown Niagara Falls. The new clothing store quickly gained a reputation for providing the latest fashions and brand name clothing at prices that kept bringing customers back to their Queen St. store for 24 years.

In 2005, Kara Fashions moved to their current location in the Town and Country Plaza at 3643 Portage Rd.

Current owners Violet Philip and her daughter Cheryl Vendramin continue to build upon their proven formula of selling quality brand name ladies clothing at affordable prices and continue to bring in new product weekly to keep the shopping experience interesting and varied.



Pedlar Bicycle - 35 Years

Pedlar Bicycle Shop is a family-owned and operated business that has been serving the Niagara area for 35 years. Located at 4547 Queen St. in downtown Niagara Falls, Pedlar's is a one-stop shop for bicycle needs, offering more than 1,000 bicycles in stock and a wide range of parts and accessories.

Owners Amirali and Sadru Kassam continue to build upon Pedlar's reputation for offering quality products and exceptional customer service. Pedlar Bicycle Shop is very popular with local cycling enthusiasts, having been awarded the Niagara Falls Review's Reader's Choice Award as the best bicycle shop in Niagara Falls for the past 16 years in a row!

www.pedlarbicycle.com

NEW BUSINESSES

Welcome Coffee Culture, Earthly Apparel, Kids & Company

Coffee Culture - 4388 Queen St.

Downtown Queen St. became the newest location for the popular Coffee Culture Café and Eatery chain in July. Located at the corner of Queen and Ontario St., Coffee Culture is an Old World-style coffee house where customers make it a frequent destination for conversation and relaxation.

www.coffeeculture.ca

Earthly Apparel - 4025 Dorchester Rd.

A new clothing store with an environmentally-friendly focus has opened on Dorchester Rd. Earthly Apparel & Accessories carries

natural fibre clothing (hemp, bamboo, soy and organic cotton) for men and women as well as accessories made from reclaimed or recycled materials. Entrepreneur Nicole Burgers celebrated the store's grand opening at the start of December.

www.earthlyapparel.ca

Kids & Company - 4342 Queen St.

A new, 56-space, licensed child-care centre opened its doors earlier this year in the downtown business district. Kids & Company, which operates more than 30 corporate-sponsored child care centres across

Canada, purchased the Wee-Care child-care centre attached to the Greater Niagara General Hospital in 2010 and was looking for a larger location to satisfy local demand.

Now located on the second floor of the Hatch office building on Queen St, the centre offers a number of special features, including guaranteed placement, nutritious meals, proprietary education programs in reading and art as well as emergency back-up child care services. Kids & Company accepts children from infant to age five.

www.kidsandcompany.ca